

# TOUCHPOINT™

BETTER LIVING THROUGH NEUROSCIENCE

## USHERING IN A NEW ERA OF WEARABLES

### WHAT ARE TOUCHPOINTS?

TouchPoints are wearable devices that provide fast relief from stress. TouchPoints can be used to:



RELIEVE STRESS



IMPROVE PERFORMANCE



ENHANCE SLEEP



INCREASE FOCUS



REDUCE ANGER/IRRITABILITY

People have turned to TouchPoints over **1 MILLION** times in the past year for stress relief.

TouchPoints reduce stress by **70%** in as few as **30 SECONDS**.

## DESTRESS IN 30 SECONDS? HOW?

When you're stressed, the 'fight or flight' part of your brain engages. TouchPoints shift you into the logical, rational part of your brain and allow you to think clearly and experience calm all within seconds.



FIGHT, FLIGHT OR FREEZE

LOGICAL/RATIONAL

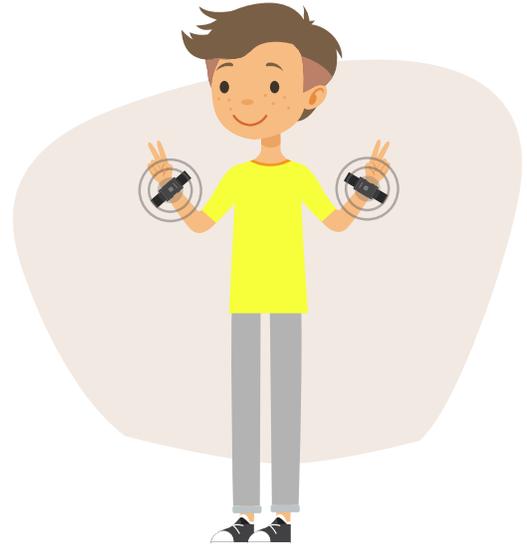
Having the ability to think rationally without an associated body sensation helps the brain create new neural pathways that are net positive, and this has a lasting effect on your brain.

# HOW TOUCHPOINTS WORK

TouchPoints are embedded with **BLAST** technology. **BLAST** stands for bilateral alternating stimulation – tactile. This is our patent-pending technology derived from the most successful form of treatment for post-traumatic stress disorder (PTSD).

1. **Delivers Stimulation to Restore Calm:**

Using gentle, haptic microvibrations called BLAST (bilateral alternating stimulation tactile), TouchPoints alter the brain's decision about the stress switch and help restore calm.



2. **Reduces Body Sensation:**

The physical stress responses (stomach aches, headaches, etc.) are reduced or alleviated.



3. **Strengthens New Neural Connections:**

The brain's ability to restore calm creates new neural pathways associated with internal thoughts or external situations that are happening at the time- reducing future stress in similar situations.



# THE SCIENCE OF STRESS



The brain's salience network detects and integrates sensory information from outside and inside the body to decide whether to turn on stress (sympathetic nervous system) or turn on calm (parasympathetic nervous system). If a potential threat is perceived via sight, sound, or even an internal negative thought, the brain signals the fight, flight, or freeze (F3) response and releases inflammatory stress hormones like cortisol and adrenaline. Important functions such as executive control, rational thinking, and empathy shut down in this mode and people can't be at their best. The result? Sleepless nights, irritability, poor decision making, poor performance, cravings, and a lack of focus.

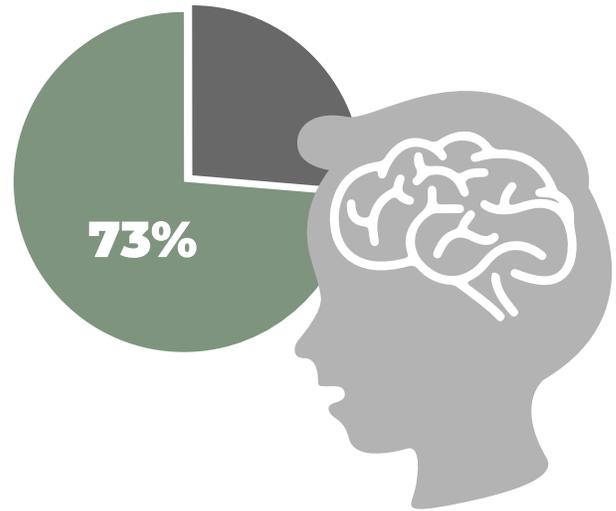
Most of us have overactive F3 responses – turning on the stress switch hundreds of times a day. F3 activation can lead to several physical and emotional problems and contributes to long-term side effects. Access to stress reduction in real-time, anytime, while you go about your day can significantly improve your life and can have implications on a global scale.



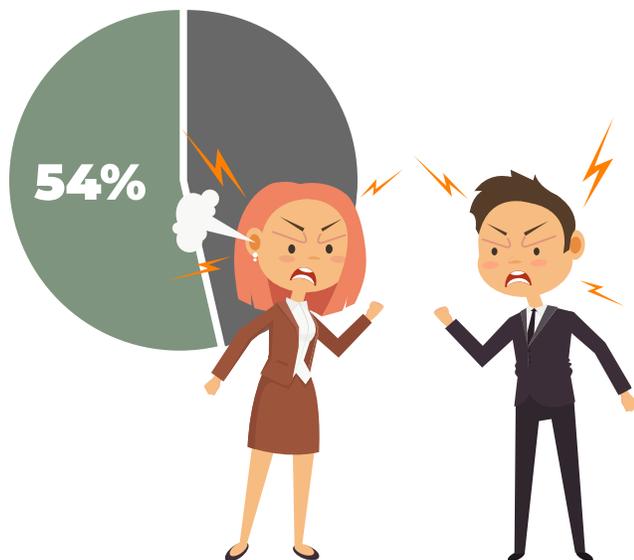
# HERE ARE THE U.S. ADULT STATISTICS ON STRESS:



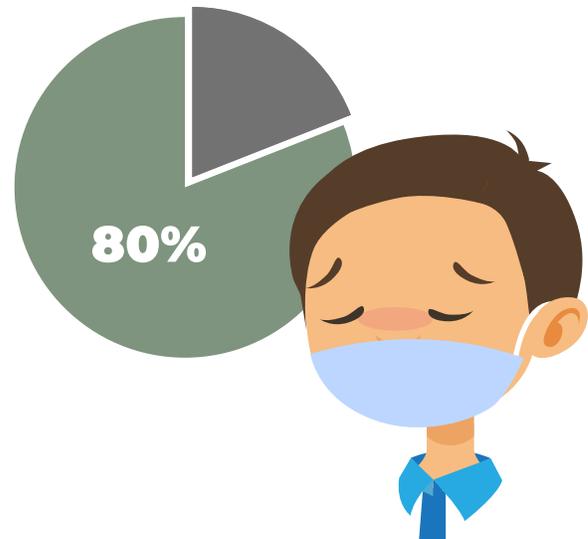
*say stress has a negative impact on their personal and professional life*



*regularly experience psychological symptoms caused by stress*



*say stress has caused them to fight with people close to them*



*illnesses are caused by excess stress*



## OUR FOUNDERS

Vicki and Dr. Serin joined forces to found The Touchpoint Solution and began tirelessly working to make BLAST technology and TouchPoints accessible to the world.

### **About Dr. Amy Serin:**

Leading clinical neuropsychologist, Co-Founder and CSO, Dr. Amy Serin specializes in the evaluation, prevention, diagnosis, and treatment of mental and behavioral brain-based issues. For more than a decade, she provided therapy and consulted with militaries and international global crises responders with the goal of treating and eradicating post-traumatic stress disorder (PTSD). This led to the breakthrough realization that a component of successful treatments for PTSD could be used outside of doctor's offices to relieve stress anytime – resulting in bringing TouchPoints to the world.

### **About Vicki Mayo:**

Vicki Mayo is a serial entrepreneur, Co-Founder, and CEO. At age 14 she created her first successful business and sold it at age 17. She has scaled businesses in the finance, hospitality, and tech industry. Mayo finds passion in advocacy work as a court appointed advocate for foster children and creating programs such as Keys to Success to ease the transition out of foster care. She is on a personal mission to make a significant difference in people's lives.